Department of Botany
Massachusetts
College and Experiment Station
Amherst, Mass.

Vol. XXVII
No. 1
JAN. 5
1918

HORTICULTURE

Dahlia King of the Autumn *Photo. by R. Vincent Jr. & Sons Co.*

ROSES

Killarney Queen, Mrs. Aaron Ward, Mrs. Taft (Antoine Rivoire), My Maryland, Lady Hillingdon, Richmond, Bride, Bridesmaid.
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Own Root, 3-in., $8.00 per 100.

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Kaiserin A. Victoria.
Grafted, 3-in. pots, $15.00 per 100.
Own Root, 3-in. pots, $7.00 per 100.

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Own Root, 3-in., $10.00 per 100.

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ASPARAGUS Sprengeri.....	3 -in.	6.00
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A GREATLY IMPROVED OPHELIA. The particular value of Rosalind lies in its exquisite coloring. When the buds first show color they are bright coral, changing as they develop to apricot-pink, and when fully developed they are a most beautiful shell-pink. The flower is much more double than Ophelia, having at least one-third more petals. It is also delightfully fragrant. In habit of growth Rosalind is identical with Ophelia, from which it is a sport. It originated with us two years ago, and grown side by side with Ophelia, is far superior to that variety.

Awarded First Prize at International Flower Show, New York, March, 1917, for best new rose.
Awarded additional Silver Medal at same show for display of Rosalind.
Awarded Silver Medal by the Horticultural Society of New York.
Awarded Silver Medal by the Tarrytown Horticultural Society. Also numerous certificates.

WILL BE DISSEMINATED SPRING OF 1918

See illustration of ROSALIND on cover of HORTICULTURE, issue of December 8, 1917.

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Formerly with Hotel Imperial

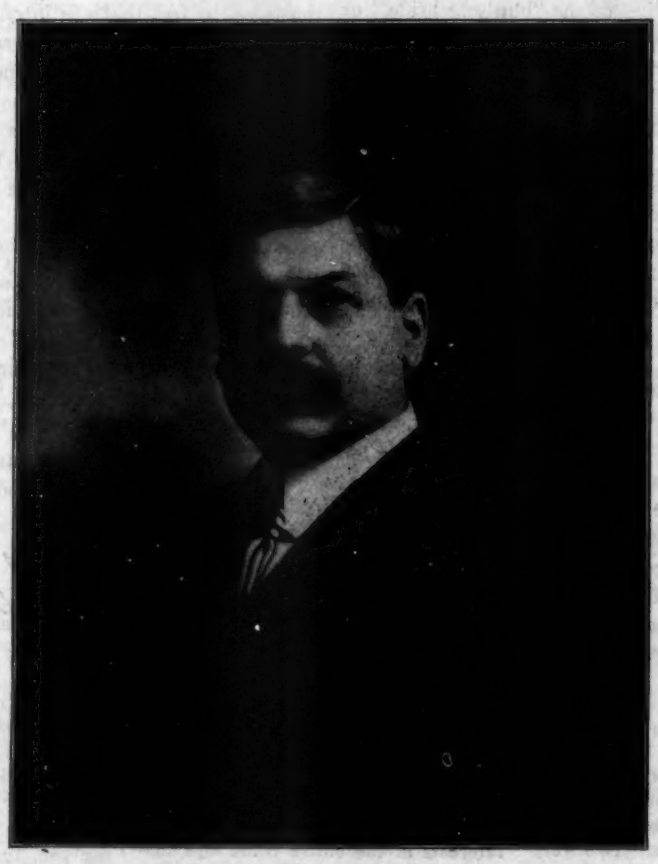
Only New York Hotel Window-Screened Throughout

When Writing to Advertisers Please Mention Horticulture

A GREETING

To the Members of the Society of American Florists and Ornamental Horticulturists

ON assuming the office of President to which you have elected me for the year 1918, I think it hardly necessary to remind you that we are living in troublous times. If there ever has been a reason for the existence of the Society of American Florists as a live body to look after the interests of its members, that time is now, and any florist that expects to stay in business and is not a member of the National Society, is not playing fair with his fellow-florists. Readers may ask—"Why so?" and the answer is simple. For instance, a few weeks ago there was a shortage of coal in some sections and a delegation of prominent members of the S. A. F. & O. H., at their own expense went to Washington to interview the Coal Commissioner with regard to the coal supply for the florists' business. Many of them had heard that the florists' business was classed as "non-essential" and therefore their coal supply would be reduced if necessary in order that manufacturers, etc., could keep their factories running. Each of these men contributed reasons showing that the florists' business was just as essential as any other in helping to win the war. Through the Washington representative of the S. A. F., Wm. F. Gude, these men obtained an audience with the Fuel Commissioner and stated their case. Many of the facts presented to the Commissioner had not occurred to him before and he was inclined to consider florists in a more favorable light after hearing their side of the case. There is no question but that more recognition was given this delegation from the S. A. F., than would have been given any one of them as an individual. Another excellent thing the Society has done was the appointing of a Committee to interview the Transportation Companies, thereby facilitating the delivery of flowers.



Charles H. Totty

President, Society of American Florists and Ornamental Horticulturists

The S. A. F. and O. H. at the present time is launching a campaign for the more extensive use of flowers under the splendid leadership of Henry Penn of Boston, as Chairman, a man who is perhaps re-

ferred to more often than any other man in the business as a concrete example of the power of successful advertising. The Society will spend $50,000 for this campaign. It is Nation-wide and in expert hands and is going to benefit every florist in the country, which is why I say that any florist who does not join the S. A. F. is not doing his share and is a drag on the progressive man who does belong. Brother Florist, if you would ever have your business attain its proper place and dignity, you must let the world know what you are doing and how you are doing it. This is particularly essential at this time when people are cutting off so-called "luxuries." The time when flowers could be classed as "luxuries" is gone by. Whether used at the bedside of the sick, carrying a message of hope and cheer and making the patient forget for a time his physical infirmities or gracing the wedding of the "blushing bride," or toning down the stark, cold hands of death, flowers have a distinct mission, educating and refining our people and diverting their minds from the gruesome details of war and the daily annoyance of business life. Again the florist—and his name is legion—who devotes part of his greenhouses to the raising of tomatoes, cabbage and young vegetable plants for spring sales is doing as much in his way as any other industry engaged in winning the war, and this point cannot be too strongly emphasized on occasions where florists are referred to as "non-essential."

The big event of the coming year will of course be the National Flower Show in St. Louis, during the month of April. Coming as it does in conjunction with the regular Convention of the S. A. F. and O. H., it should bring not only a record-breaking attendance at the Convention, but the most successful show we have so far held. This is easily possible, Brother Florists, if you will all "pull together" and everyone will do his share for the success of this enterprise. Previous exhibitions have always been successful and left an indelible mark of progress on horticulture in the particular sections where they have been held. There is no reason at all why St. Louis should not take its place at the head of the procession. A successful Flower Show will help materially the Publicity Campaign, since it will give excellent copy to all the newspapers and the two purposes will most successfully co-ordinate.

To the pessimistic florist who sees nothing but trouble ahead for our business during the coming year, I would say in the words of Patrick Henry—"We can only judge the future by the past." The European countries at war the past four years still report excellent business in the florists' trade. It is only natural that this should be as flowers furnish an antidote for the sickening details of the war and its consequences.

Now, as President of the S. A. F. and O. H., I want every florist in the Society, no matter how small his business, to feel that the interest of one is the interest of all. The Executive Board will meet in St. Louis in January to map out the business of the Convention in April and any member of the S. A. F., who has any suggestions to offer or advice to ask, I want them to write me and I will see that the matter is brought to the attention of the Executive Board and proper recognition given it.

"As a man thinketh, so he is," is a true saying and every florist if he will radiate optimism and "good cheer" from his person will find it reflected in a marked manner in his "cash register." To those timorous souls who cannot see the "silver lining" I would remind them of the good old hymn—

"You trembling Saints, fresh courage take,
The clouds you so much dread
Are big with Mercy and will break
In blessings on your head."

Alex. H. Pyle

S. A. F. Prospectus for 1918

The work of the Society during the year 1918 will be unusually active and likely to result in much benefit to the trade in all its branches. Two very important undertakings which will be pushed to completion are the National Flower Show in St. Louis, April 6-15, and the first season's work in the campaign for Publicity for Flowers. Other important work will be in connection with preliminaries looking to the establishment of the proposed Credits and Collections Bureau; the committee having this project in charge is now organized, with R. C. Kerr of Houston, Texas, as chairman.

There never was a time in the history of the Society when membership carried with it more advantages. I would say to those who are not already on our membership roll that our work is purely altruistic, and in the interests of the entire trade and auxiliary lines as well. The dues are very small and out of all proportion to the immense benefit derived by each and every florist in this broad land. There is no reason why we should not embrace in our fold every real florist—for the results of our good work must be shared individually, therefore it behooves all to become a part of the machine that produces such results. At least add your mite to show your appreciation of our labors.

The arrangements for the Fifth National Flower Show, to be held in St. Louis, April 6-15 next, are rapidly approaching completion. It will be held in Moolah Temple and an especially constructed annex. Floor plans covering the Trade Exhibition in connection with the Show have been prepared and sent out, and judging from the interest already shown in this exhibition, it will be the largest of the series heretofore carried out under the auspices of the Society. It is quite natural that we should expect this to be the case, as our Annual Convention will be held in conjunction with the Show. Copies of the floor plan are available, and may be had on application to the Secretary's office. The competitive exhibits promise to be large in scope, and will be drawn from all sections of the country, even from abroad. The local committees in charge of the various details are working most ardently, and, without

question, the Show will be a huge success.

Campaign for Publicity for Flowers.

The Society has planned and put in operation a publicity campaign which it is intended shall increase the public demand for flowers and plants, and bring them prominently to the notice of the public as necessities in the home life, and as being particularly appropriate for presentation purposes, carrying, as they do, sentiments hardly to be expressed by the use of any other medium.

It is proposed to expend $50,000 during the year 1918, $40,000 of which will be used for advertising in national magazines, such as the Saturday Evening Post, Metropolitan, Literary Digest, Good Housekeeping, Woman's Home Companion and Delineator. The copy in many instances will appear in colors, showing roses and other flowers true to life. The first insertion is to appear in the Saturday Evening Post, full-page space, on or about Feb. 6, 1918, advertising St. Valentine's Day. Over 1,800,000 people will read this one advertisement alone, and during the campaign nearly 13,000,000 people will see the advertising of the S. A. F., and through the proper kind of argument, illustration and merchandising, will be persuaded to buy more flowers, which of course is bound to help the retailer, and in turn the wholesaler and the grower.

The slogan selected, which will run through all the advertising and printed matter, is *"Say It With Flowers,"* the idea being to impress this slogan upon the minds of readers and make them understand that flowers are words and will express any sentiment, thought or message.

The Metropolitan Magazine for April will contain a full page in colors, reproducing the flowers by offset process and giving a very beautiful presentation of the entire flower proposition.

It is proposed to place these pages in duplicate in the hands of retailers throughout the country, to display in their store windows during the time that the magazines are on sale.

The campaign has been so extensively planned and is being prepared with so much care that the advertisements and other publicity material will unquestionably get the attention of flower lovers throughout the country. The advertisements will be just as convincing as they can possibly be made; the drawings will be the work of some of the foremost artists in the country, and everything connected with the campaign will be consistent with the artistic spirit as well as with the commercial purpose of the plan. Every advertisement will carry with it in a permanent way the suggestion of flowers for birthdays, and the entire campaign will be tied up to a plan of dealer co-operation and dealer helps, which will greatly add to its value. An attractive booklet, entitled, "Say It With Flowers" is now in the hands of the publishers and will be ready for dealers within a short time.

As the plan has crystalized into definite form, the enthusiasm of those connected with it has grown warmer and warmer and the conviction grown stronger and stronger that the results dealer large or small, in the entire anticipated in the beginning will be enormously surpassed and that every country, will directly feel the stimulus.

Almost at the same time that the St. Valentine's Day advertisement appears in the Saturday Evening Post in February, a large folder will be mailed to every florist in the country, giving all the details of the plan, reproducing some of the advertisements, explaining all of the items in regard to dealer and helps and the ways in which the S. A. F. will co-operate with the individual dealers, placing in the hands of every florist a complete and easily understood outline of the work that is being undertaken. It will give in detail information regarding handsome glass window signs to be furnished to retailers, transfer signs, the booklet handsomely printed in colors, which will be furnished at reasonable cost to send to their own customers under their own firm names, the newspaper advertisements, complete plates of which will be furnished at cost for publication in their local newspapers, and, in fact, all details and helps connected with the campaign.

The money that is to be expended to popularize flowers will be well spent, not only because it is helping the flower industry, but because it is educating the public to give flowers rather than manufactured products which are meaningless.

Flowers form the ideal gift, because they please everyone, appeal to the higher senses, and at the same time and under present conditions the gift of flowers is more than ever advisable.

That the Florists' Publicity Movement is laudable from every viewpoint is obvious; that it is practicable and will most certainly be profitable is apparent to all who realize the tremendous power of the printed word. It should be borne in mind by every retailer, wholesaler and grower in this country, that if this campaign is to be successful it must have the co-operation and backing of every one of them. The $50,000 fund is still short and additional contributions are needed, and needed at once. The membership of the S. A. F. should be trebled and every person connected with the growing or selling of flowers in the United States should join the Society immediately; a membership costs only $5.00 for the first year, and $3.00 annually thereafter. Applications should be sent at once to the Secretary, to whom also contributions for the campaign should be forwarded.

Representation.

Practically every important organization of a commercial nature in which florists are interested is represented on the Executive Board of the Society, particularly the Florists' Telegraph Delivery Association, whose president, vice-president, and several of its members have seats. Other organizations well represented on the Board are the American Carnation Society, the American Rose Society, Florists' Hail Association, Florists' Club of Philadelphia, Chicago Florists' Club, and the New York Florists' Club. It will thus be seen that the interests of the whole trade are conserved in our directorate, a fact of which we are proud.

That all of our friends may enjoy a most Happy and Prosperous New Year is the wish of

JOHN YOUNG,
Secretary, S. A. F. & O. H.
53 West 28th St., New York.
Dec. 31st, 1917.

A POPULAR HOLIDAY PLANT.

The always popular cyclamen in various sizes, proved to be one of the best, if not the very best, selling Christmas plants this year. The accompanying picture shows how A. L. Miller, of Jamaica, New York, grew them in the small sizes which so nicely fill the call for a moderate priced flowering plant with good keeping qualities. Henry Penn made the cyclamen the subject of a special Christmas advertisement, 7 x 9 inches, in the *Boston Transcript*. It was a very unique and attractive presentation of the charms of the cyclamen as an acceptable Christmas gift, with a handsome paneled cut of a well-grown plant in a basket.

HORTICULTURE

VOL. XXVII JANUARY 5, 1918 NO. 1

PUBLISHED WEEKLY BY
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147 Summer Street, Boston, Mass.

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Better service ahead

The confidence expressed by our Cleveland correspondent as to the improved service to be expected from the railroads under government control seems to prevail quite generally in other sections as well. We trust this optimism will prove to have been well founded and that the florist business, which has suffered proportionately as much as any other industry from the demoralizing transportation service, may soon be enabled to resume normal operations and enjoy adequate facilities for prompt delivery of its perishable commodities as well as for securing fuel where needed. Considering the very unreliable and trying conditions of weather and service under which the trade has labored during December it seems really remarkable that the reports of Christmas business from virtually all parts of the country have been so satisfactory.

The publicity drive

Not a few queries, verbal or written, have come to us of late concerning the status and plans of the S. A. F. publicity campaign and the ways and means to be employed in the expenditure of the funds collected for advertising purposes. It must be admitted here that most of these inquiries, and especially those which were in the least censorious in tone, have come from individuals whose names do not, thus far, appear in the lists of those who have "drawn their wallet" for the cause. However, it is fair to assume that many of these are sincere in their desire for information and it is quite possible that many of them will "open up" generously as soon as they are convinced of the wisdom of the movement and the methods to be pursued. So the statement on this subject from Secretary Young which appears in this issue, with its convincingly explicit prospectus, comes in very good time and should satisfactorily clear up the doubts of the timorous ones. To those who after reading Mr. Young's address still are on the fence and those who have advice to offer or are disposed to proffer assistance in the way of contributions or otherwise, we would suggest that they write freely and unreservedly to Secretary Young for further light. But above all things, do all you conscientiously can to help along this drive and place yourself shoulder to shoulder man-fashion with your fellows who have already allied themselves in a substantial manner with this most commendable undertaking, in the benefits of which *you* will be a participant.

The passing of the "roping"

From the leading shipping centres for Christmas "greens" comes the information that the business has not been as profitable this season as in former years and that the quantity of cut holly, laurel, boxwood and bouquet green shipped to the city wholesale markets has been very small as compared with other years. This is generally accounted for by the shippers as due to the shortage of labor and inadequate transportation facilities. But it is worth while to bear in mind that, with a few trifling exceptions, this greatly reduced supply was not productive of any particular stringency or augmented market value in the large consuming markets. Had such a tie-up occurred a few years ago it would have created consternation and a frenzied scramble. We are inclined to believe that the very moderate call for this sort of material this year means that the zenith of its popularity has been passed and that, with the possible exception of boxwood, the sale of these goods will never again reach its former proportions. We sincerely hope, for the interests of the Christmas plant growers and for the preservation of our most beautiful native evergreens from complete obliteration, that our deductions are correct and that the era of crude "roping" and inartistic, meaningless "decoration" has passed forever.

Happy New Year

We do not believe that any one of the thousands who read HORTICULTURE harbors any regrets over the passing of 1917 and the advent of a new year. While we may find it difficult to determine any basis for belief that 1918 will bring less privation or greater happiness and prosperity than its predecessor handed out, yet

> "Hope, like the gleaming taper's light,
> Adorns and cheers our way;
> And still, though darker grows the night,
> Emits a brighter ray."

So hope, the great invigorator, illumines our horizon as the New Year dawns and in our quickened imagination and a resolute purpose we gather renewed confidence and comfort. If HORTICULTURE's hopes for the New Year can only be realized—and that is by no means impossible—then prosperity will come in big volume to all those who toil to brighten this old world with flowers and verdure and thus to make men better and life here happier. May their crops flourish as never before, may the coal bins never be empty and may the recompense for their labors be substantial and continuous. But, after all, it is everlastingly true that "God helps those who help themselves" and there has never been a time when intelligent planning and unremitting attention to one's business was more essential to success than at the present time and will be for the coming year. And now with an earnest injunction to all to "watch out" we extend to the great horticultural fraternity our most cordial good wishes that they may be blessed with a Happy and Prosperous New Year.

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS

Official Appointments for 1918

Directors under affiliation to serve one year

Philip Breitmeyer, Detroit, Mich., vice-president Florists' Telegraph Delivery Association.

Benjamin Hammond, Beacon, N. Y., president American Rose Society.

W. J. Vesey, Jr., Fort Wayne, Ind., president American Carnation Society.

E. G. Hill, Richmond, Ind., president Florists' Hail Association.

Chas. Schenck, New York, president New York Florists' Club.

A. Farenwald, Roslyn, Pa., president Florists' Club of Philadelphia.

Frederick Lautenschleger, Chicago, Ill., president Chicago Florists' Club.

Washington Representative

Wm. F. Gude, Washington, D. C.

National Flower Show Committee

Herman P. Knoble, Cleveland, Ohio, term six years.

(The complete committee follows)

George Asmus, chairman, Chicago, Ill., term expires Dec. 31, 1918.

A. Farenwald, Roslyn, Pa., term expires Dec. 31, 1919.

W. P. Craig, Philadelphia, term expires Dec. 31, 1920.

Patrick Welch, Boston, Mass., term expires Dec. 31, 1921.

Thos. Roland, Nahant, Mass., term expires Dec. 31, 1922.

Herman P. Knoble, Cleveland, Ohio, term expires Dec. 31, 1923.

Committee on Tariff and Legislation

(re-appointed)

Wm. F. Gude, Washington, D. C., chairman.

James McHutchison, New York, N. Y.

Wm. H. Siebrecht, Jr., Long Island City, N. Y.

Hebar J. Ware, New York, N. Y.

Leonard Vaughan, Chicago, Ill.

Committee on Publicity

E. J. Fancourt, Philadelphia, Pa., term five years.

(The complete committee follows)

Henry Penn, chairman, Boston, Mass., term expires Dec. 31, 1921.

Guy W. French, Morton Grove, Ill., term expires Dec. 31, 1920.

Joseph Heacock, Wyncote, Pa., term expires Dec. 31, 1919.

Thos. H. Joy, Nashville, Tenn., term expires Dec. 31, 1918.

E. J. Fancourt, Philadelphia, Pa., term expires Dec. 31, 1922.

Publicity Finance Committee

(re-appointed)

Geo. Asmus, chairman, Chicago, Ill.

W. R. Pierson, Cromwell, Conn.

F. L. Atkins, Rutherford, N. J.

Herman P. Knoble, Cleveland, Ohio.

John Young, New York, N. Y.

Committee on National Credits and Collections Bureau

Robt. C. Kerr, chairman, Houston, Texas.

S. S. Pennock, Philadelphia, Pa.

Chas. L. Washburn, Chicago, Ill.

Philip Breitmeyer, Detroit, Mich.

Frank X. Stuppy, St. Joseph, Mo.

Committee on Convention Garden

Philip Breitmeyer, Detroit, Mich., term three years.

(The complete committee follows)

Theo. Wirth, chairman, Minneapolis, Minn., term expires Dec. 31, 1919.

Clarence L. Brock, Houston, Texas, term expires Dec. 31, 1918.

Philip Breitmeyer, Detroit, Mich., term expires Dec. 31, 1920.

Committee on School Gardens

A. J. Loveless, Lenox, Mass.

(The complete committee follows)

Benj. Hammond, chairman, Beacon, N. Y.

Michael Barker, Chicago, Ill.

Irwin Bortermann, Indianapolis, Ind.

Leonard Barron, Garden City, N. Y.

A. J. Loveless, Lenox, Mass.

Committee on Development of American Products

Chas. Willis Ward, chairman, Eureka, Calif.

John H. Dunlop, Toronto, Ont.

Wallace R. Pierson, Cromwell, Conn.

Joseph H. Hill, Richmond, Ind.

F. R. Pierson, Tarrytown, N. Y.

Committee on Nomenclature

Prof. E. A. White, chairman, Cornell University, Ithaca, N. Y.

Dr. N. L. Britton, Botanical Gardens, Bronx Park, N. Y.

Prof. T. B. Symons, College Park, Md.

Botanist

John Dunbar, Rochester, N. Y.

Pathologist

George L. Peltier, Agricultural Experiment Station, Auburn, Ala.

Entomologist

Dr. T. F. Headlee, Agricultural Experiment Station, New Brunswick, N. J.

State Vice-Presidents for 1918

Alabama, W. B. Patterson, Jr., Montgomery; Arizona, Jno. Z. Howe, Tucson; Arkansas, Thos. Shelton, Fayetteville; California, North, C. W. Ward, Eureka; California, South, Fred. Howard, Los Angeles; Colorado, Jno. Edw. Johnstone, Colorado Springs; Connecticut, Carl C. Reck, Bridgeport; District of Columbia, R. Lloyd Jenkins, Anacostia; Florida, C. D. Mills, Jacksonville; Georgia, Daniel C. Horgan, Macon; Illinois, North, Paul Klingsporn, Chicago; Illinois South, B. Juerjens, Peoria; Indiana, North, Anders Rasmussen, New Albany; Indiana, South, Joseph H. Hill, Richmond; Iowa, J. T. D. Fulmer, Des Moines; Kansas, Chas. P. Mueller, Wichita; Kentucky, Geo. E. Schulz, Louisville; Louisiana, Peter A. Chopin, New Orleans; Maine, Jno. H. Stalford, Bar Harbor; Maryland, W. F. Ekas, Baltimore; Massachusetts, East, E. Allan Peirce, Waltham; Massachusetts, West, Alex J. Montgomery, Natick; Michigan, East, Eli Cross, Grand Rapids; Michigan, West, Robt. M. Rohaley, Detroit; Minnesota, O. J. Olson, St. Paul; Mississippi, S. W. Crowell, Rose Acres; Missouri, East, W. J. Pilcher, Kirkwood; Missouri, West, Chas. E. Heite, Kansas City; Montana, J. P. Ring, Helena; Nebraska, Edw. Williams, Grand Island; New Hampshire, Geo. E. Buxton, Nashua; New Jersey, Lyman B. Coddington, Murray Hill; New York, East, Emil Schloss, New York; New York, West, Wallace H. Eiss, Buffalo; North Carolina, Wm. Rehder, Wilmington; North Dakota, T. D. Smedley, Fargo; Ohio, South, H. W. Shepperd, Cincinnati; Ohio, North, Frank Friedley, Cleveland; Oklahoma, Lon Foster, Oklahoma City; Oregon, H. Niklas, Portland; Pennsylvania, East, Arthur A. Niessen, Philadelphia; Pennsylvania, West, W. A. Clark, Pittsburgh; Rhode Island, John J. Johnston, Providence; South Carolina, C. A. Moss, Spartanburg; South Dakota, M. M. Strong, Sioux Falls; Tennessee, Harold Joy, Nashville; Texas, Wm. J. Baker, Fort Worth; Utah, Robert Miller, Farmington; Vermont, Elmer E. Gove, Burlington; Virginia, D. C. Grillbortzer, Alexandria; Washington, J. W. Duncan, Spokane; West Virginia, P. J. Dudley, Parkersburg; Wisconsin, C. C. Pollworth, Milwaukee; Wyoming, W. W. Keefe, Gasper; Alberta, A. M. Terrill, Calgary; Manitoba, A. R. King, Winnipeg; Ontario, Jno. H. Dunlop, Toronto; Quebec, Geo. A. Robinson, Montreal; Cuba, Angelo Martin, Havana.

JOHN YOUNG, Secy.

S. A. F. NATIONAL PUBLICITY CAMPAIGN.

During Christmas week the subscriptions received were few and far between. Chairman George Asmus of the Finance Committee reports the following:

Through the Secretary's Office—Frank J. Moreau, Freehold, N. J., $5.00; W. A. Harkett, Dubuque, Iowa, $5.00; F. B. Abrams, Blue Point, L. I., $15.00, For One Year.

By H. P. Knoble, Cleveland, Ohio—Jos. H. Hill Co., Richmond, Ind., $50.00;

By R. C. Kerr, Houston, Texas—Henry Greve, Dallas, Texas, $25.00; J. E. McAdam, Fort Worth, Texas, $25.00. Annually for Four Years.

At the Texas State Florists' Association Meeting—E. M. Judge, Tyler, $10.00; Mrs. Sam Brown, Tyler, $10.00; Hans Shroeder, Temple, $25.00; Corsicana Greenhouses, Corsicana, $25.00; Southern Florist Co., Fort Worth, $10.00; Hyde Park Floral Co., Austin, $10.00; H. Kaden, Gainesville, $10.00; P. M. Koonts, Springfield, Ohio, $10.00; Texas State Florists' Association, $25.00. For One Year.

Total—$260.00. Previously reported from sal sources, $28,027.00. Grand Total—$28,287.00.

JOHN YOUNG, Secy.

Dec. 29th 1917.

CLUBS AND SOCIETIES

MASSACHUSETTS HORTICULTURAL SOCIETY SUSPENDS CASH PRIZES

The Massachusetts Horticultural Society has issued to its members and principal exhibitors the following notice:

On account of war conditions and the necessity of conservation of resources to meet possible emergencies the Committee on Prizes and Exhibitions, with the approval of the Advisory Committee, has decided to eliminate substantially all money prizes from the Schedule of Prizes and Exhibitions for the year 1918.

The exhibitions of the Society will be held as usual and the entire net receipts of the pay shows will be given to the Red Cross or other war relief work. Special efforts will be made that the exhibitions maintain their usual high standard of excellence and even surpass those of previous years.

Prominent exhibitors, both private and commercial are enthusiastically in favor of the proposed plan and have promised to aid to their fullest ability in placing the Society in the front line of helpfulness to the Government, having in mind the extraordinary conditions which are likely to prevail during these times of dire war.

The usual Spring Flower Show in March will be held in accordance with the Preliminary Schedule already issued with the omission of the money awards and the complete Schedule of Exhibitions for the year 1918 will be issued at an early date. The patriotic interest of all exhibitors is urged that the Society may place itself on record as rendering useful service during the war.

RICHARD M. SALTONSTALL, Pres.
WM. P. RICH, Secy.

The Inaugural Meeting of the Massachusetts Horticultural Society for the year 1918 will be held at Horticultural Hall, 300 Massachusetts Avenue, Boston, at 12 o'clock, noon, on Saturday, January 12, 1918. The business of the meeting will be the hearing of an Inaugural Address by the President, the report of the Board of Trustees, the reports of officers, and the reports of the chairmen of the various committees, which reports will be open for discussion and action.

Exhibitions.

The following exhibitions will be held in January and March, 1918:

January 12. At the Inaugural Meeting.

January 30 and 31. Carnation Exhibition, in conjunction with the annual meeting of the American Carnation Society.

March 13-17. Grand Spring Exhibition.

The complete schedule of exhibitions for the year is being prepared and will be issued shortly.

Meetings Next Week

Monday, Jan. 7.

Bernardsville Horticultural Society, Horticultural Hall, Bernardsville, N. J.
Elberon Horticultural Society, Fire Hall, Elberon, N. J.
Houston Florists' Club, Chamber of Commerce Rooms, Houston, Tex.
Montreal Gardeners' and Florists' Club, Montreal, Canada.
New Bedford Horticultural Society, New Bedford, Mass.
Washington Florists' Club, Washington, D. C.
Cleveland Florists' Club, Cleveland, O.

Tuesday, Jan. 8.

Newport Horticultural Society, Newport, R. I.

Wednesday, Jan. 9.

Cincinnati Florists' Society, Jabez Elliott Flower Market, Cincinnati, O.
Dutchess County Horticultural Society, Fallkill Bldg., Poughkeepsie, N. Y.
Lenox Horticultural Society, Lenox, Mass.
Morris County Florists' and Gardeners' Society, Madison, N. J.
Nassau County Horticultural Society, Pembroke Hall, Glen Cove, N. Y.

Thursday, Jan. 10.

Menlo Park Horticultural Society, Menlo Park, Calif.
New London Horticultural Society, Municipal Bldg., New London, Conn.

Friday, Jan. 11.

Connecticut Horticultural Society, County Building, Hartford, Conn.
Westchester and Fairfield Horticultural Society, Dorans Hall, Greenwich, Conn.

Saturday, Jan. 12.

Dobbs Ferry Gardeners' Association, Dobbs Ferry, N. Y.

The Committee on Lectures of the Massachusetts Horticultural Society has issued the program of lectures to be given at Horticultural Hall, Boston, on Saturday afternoons at two o'clock during January and February. The lectures are free to the public. The complete list is as follows:

January 5. The Country of the Amazon. Illustrated. By Dr. W. T. Councilman, Boston.

January 12. The Arnold Arboretum. Illustrated. By Edward I. Farrington, Weymouth Heights.

January 19. Agricultural Work in Massachusetts with Boys and Girls. Illustrated. By George L. Farley, Amherst.

January 26. The Iris. Illustrated. By Arthur Herrington, Madison, N. J.

February 2. New Horticultural Crops for Our Food Supply. By Prof. U. P. Hedrick, Geneva, N. Y.

February 9. America's Horticultural Future. By W. A. Manda, South Orange, N. J.

February 16. The Peony. Illustrated. By Bertrand H. Farr, Wyomissing, Pa.

February 23. The Diseases of Roses. Illustrated. By Prof. L. M. Massey, Ithaca, N. Y. The John Lewis Russell Lecture

WM. P. RICH, Secy.
Horticultural Hall, Boston.

NATIONAL ASSOCIATION OF GARDENERS.

The following directors have been appointed by President Robert Weeks, of the National Association of Gardeners, to serve for three years, until 1921: Thomas W. Head, Lake Forest, Ill.; James Stuart, Mamaroneck, N. Y.; William Kleinheinz, Ogontz, Pa.; John F. Huss, Hartford, Conn.; Edwin Jenkins, Lenox, Mass.; Carl U. Fohn, Colorado Springs, Colo.; Joseph Tansey, Tuxedo Park, N. Y. To succeed P. W. Popp, elected vice-president, whose term as director expires 1920, Robert Williamson, Greenwich, Conn. To succeed Anthony Bauer, elected trustee, whose term as director expires 1919, Thomas Hatton, New London, Conn.

The following committees have been appointed by President Weeks to serve for the year 1918: National Co-operative Committee—Robert Weeks, Cleveland, Ohio; P. W. Popp, Mamaroneck, N. Y.; Ernest Guter, Pittsburgh, Pa.; Martin C. Ebel, Madison, N. J. Committee on Essays and Horticultural Instruction — William N. Craig, Brookline, Mass.; Prof. H. B. Dorner, Urbana, Ill.; Edwin Jenkins, Lenox, Mass.; Arthur Smith, West End, N. J.; Theodore Wirth, Minneapolis, Min. Committee on Meritorious Exhibits—William Kleinheinz, Ogontz, Pa.; Daniel J. Coughlin, Locust Valley, N. Y.; Percy Copp, Menlo Park, Cal.; Duncan Finlayson, Brookline, Mass.; William E. Fischer, Lake Forest, Ill. Committee on Bird Preservation and Propagation—L. P. Jensen, St. Louis, Mo.; John Johnson, Pittsfield, Mass.; G. A. Meyer, Santa Barbara, Cal.; Carl U. Fohn, Colorado Springs, Colo.

The Committee on Essays and Horticultural Instruction has renewed the distribution of essays, on subjects pertaining to the gardening profession and on ornamental horticulture, among the gardeners' local societies and other horticultural bodies that may be interested, for discussion at their monthy meetings. Any organization not now receiving this service and desiring it can secure it without charge or other obligation by applying to M. C. Ebel, secretary, Madison, N. J.

It is proposed to hold the first of the quarterly district conferences—recommended by the recent convention of the association—the latter part of March. The meeting places, to be arranged in different parts of the country, will be announced by the National Co-operative Committee in February. The "big drive," or work, before the association for the year is to double its membership before its next annual convention, to be held in Cleveland in October, by bringing into the

association all interested in the gardening profession, who will aid its cause by being identified with it. Particulars of membership may be obtained by addressing the secretary.

Attention is directed to the new class of sustaining membership to which the owners of country estates are eligible, the annual dues being $10. Members engaged on country estates are asked to invite their employers to become sustaining members and thereby interest them in the affairs of their national association.

M. C. EBEL, Secy.

Madison, N. J.

THE HUTCHINS MEMORIAL.

Subscriptions to the W. T. Hutchins memorial cup now amount to $190. It is desired that this sum be made up to $250. Subscriptions to date are as follows:

Mrs. Sykes, $25.00; Henry A. Michell, $5.00; L. D. Waller Seed Co., $5.00; Peter Henderson & Co., $25.00; Fottler, Fiske, Rawson Co., $10.00; F. G. Cuthbertson, $5.00; W. Atlee Burpee Co., $25.00; Stumpp & Walter, $10.00; Florists' Exchange, $5.00; Steeher Lithographic Co., $25.00; John H. Stalford, $10.00; Henry A. Dreer Co., $10.00; Waldo Rohnert, $5.00; Northrup, King & Co., $15.00; Howard M. Earl, $5.00; Geo. W. Kerr, $5.00.

The friends of the Sweet Pea and of its late apostle, W. T. Hutchins, should and doubtless will see to it that this very worthy project is fully carried out and the requisite funds promptly subscribed. All subscriptions and communications should be sent to George W. Kerr, W. Atlee Burpee Co., Philadelphia, Pa.

Edwin Jenkins, Stanley Barnes and John Johnson have been appointed literary committee of the committee of the Lenox (Mass.) Horticultural society for the year. This committee will arrange a series of meetings of the club at which local and Berkshire men will speak on subjects of interest to the members. The first meeting will be held Jan. 9 and L. W. Harger of Pittsfield will speak on the local newspaper.

"THEM FLOWERS."

From "Songs of Sunshine," by James Whitcomb Riley; reprinted in "The Blue Flower."

Take a feller 'at 's sick and laid up on the shelf,
All shaky and ga'nted and pore
Jess all so knocked out he can't handle hisself
With a stiff upper lip any more;
Shet up all alone in the gloom of a room
As dark as the tomb and as grim,
And then take and send him some roses in bloom
And you can have fun out o' him!

You've ketched him 'fore now—when his liver was sound
And his appetite notched like a saw—
A-mockin' you, maybe, for romancin' round
With a big posy-bunch in yer paw.
But you ketch him, say, when his health is away
And he's flat on his back in distress,
And then you kin trot out yer little bokay
And not be insulted, I guess!

You see, it's like this, what his weakness is,—
Them flowers makes him think of the days
Of his innocent youth, and that mother o' his,
And the roses that she us't to raise:—
So here, all alone with the roses you send—
Bein' all sick and all trimbly and faint,—
My eyes is — my eyes is — my eyes is — old friend —
Is a-leakin'—I'm blamed ef they ain't.

Obituary

Elias A. Long.

Elias A. Long, a former resident of Buffalo, N. Y., died at the home of his daughter in Sac City, Ia., on December 24, aged 69 years.

Of Pennsylvania-Dutch parentage Elias A. Long was born in Williamsville, near Buffalo, N. Y., on May 1st, 1849. As his father David Long was engaged in the nursery business locally, this fifth child of a numerous family gained an insight of Nature's ways in his youthful years. On attaining his majority an earnest desire became partly filled in a limited schooling in the Peter Henderson greenhouse establishment at Jersey City, N. J., in 1871; and the firm of Long Bros. florists, soon became a reality as promoted by him with the intention of specializing in the shipping and mail trade from greenhouses of new construction at Buffalo, facing on Humboldt Park. A retail business in the city was, however, contemplated as well, and developed in the opening of a store at 440 Main Street, on Nov. 20th, in the year 1872, being the first regular flower store known to Buffalo. This retail business continued without a break, and successfully, for nearly twenty years, being latterly owned and conducted by Dan'l B. Long, a younger brother of the deceased.

A ready ability for expressing ideas in original style led the first plant catalogs produced by Elias A. Long to partake of a distinctively bookish character and he induced an attempt at direct authorship, turning our a pretentious volume some years later, entitled Ornamental Gardening for Americans and published by the Orange Judd Co., of New York City. In 1885 he became sponsor for an all round horticultural monthly entitled Popular Gardening. This magazine became a noted leader in its class attaining a good success and influence, as former generations in the trade well remember, and achieving an envied prestige. Lack of working strength here for meeting the dual demands of editor and manager alike induced a parting with this property.

As an illuminating agent, the developing field offered by acetylene next gained his active attention in a new venture—The Acetylene Journal, first conducted in Buffalo, and later in Chicago under the continuing editorship and management of Mr. Long, and which relations continued for upwards of fifteen years when early in 1914 a sudden paralytic stroke incapacitated him from any further work. His was an active servior, done well and freely given for the gain and benefit of mankind. D. B. L.

Charles Mulford Robinson.

Charles Mulford Robinson of Rochester, N. Y., widely known in England and in America as a city planning expert, died suddenly on December 30, in Albany, of pneumonia. Mr. Robinson held the first professorship of civic design in this country at the University of Illinois. He was the first secretary of the American Civic Association and organizer and first secretary of the National Alliance of Civic Organizations. He was author of a number of books and many articles in magazines.

R. Frank Peckham.

R. Frank Peckham of Little Compton, R. I., died on Sunday, December 23, aged 50 years. Mr. Peckham suffered a shock about four months ago from which he had never fully recovered although he had been able to be about for some time until Monday, when he was stricken with heart trouble from which he did not rally. He had been in agricultural and florist business in Little Compton. His brother, W. A. Peckham is engaged in the nursery business there.

Maria Manning.

Maria Manning, whose remarkable memory of her ninety-one years of life in Salem, Mass., proved the basis for information contained in many antiquarian works, died December 25. She was a daughter of Robert Manning, a famous pomologist, and a sister of the late secretary of the Mass. Horticultural Society.

Cornelius Leonard McGuiness.

Cornelius Leonard McGuiness, bookkeeper for George C. Siebrecht, 109 West 28th street, New York City, died at his home in that city of pneumonia on Tuesday, December 18, after an illness of three days.

THE LATE ROBERT RUST

Robert Rust, superintendent at "Courtland," the estate of Mrs. Courtland Happin at Pomfret Center, Conn., died suddenly at his home on Saturday night, Dec. 15, of cerebro hemorrhage. The deceased was 46 years of age. He was the eldest son of the late David Rust of Warthill, Aberdeenshire, Scotland. He served his apprenticeship with his father at Warthill, also for some years at Balgownie and Pitcaple, Aberdeenshire, and at Fiske House, Kincardineshire, Scotland.

He came to America in March, 1892, and for a few years worked at Newport, R. I., and Brookline, Mass., and for two years on Miss E. J. Clark's estate in Pomfret, Conn. In 1898 he took charge of Courtlands, transferring a wood lot into one of the most beautiful spots in the country.

He was married in Boston in October, 1895, to Isabella Barrou, oldest daugter of George Barron of Tillyfarr, Methlick, Aberdeenshire, Scotland. He is survived by his wife, five daughters and three sons. He was one of many gardeners of that name, having three uncles, two cousins and six brothers, all gardeners. Mr. Rust was highly esteemed in Pomfret and Putnam where he had a large number of friends. The funeral service was held in the Episcopal church in Pomfret and a masonic service in Pomfret cemetery, a large delegation of gardeners from Boston and vicinity attending.

JAMES METHVEN.

F. T. D. RESULTS AT CHRISTMAS

Editor HORTICULTURE:

The results from our F. T. D. service this Christmas have been so gratifying that I feel that it would be doing the Association an injustice if we should not give the results obtained publicity.

In many instances numerous orders were sent to the same city, an evidence of the fact that the F. T. D. is getting wonderful results for the florists throughout the country.

We do not claim this as a record breaker, but we do claim that it is wonderful results for a town the size of Houston—approximately 100,000 people—located in an almost southern point.

This business was stimulated through consistent advertising, which our concern has adopted, and is just the beginning of results that every florist will obtain if we pursue our National Advertising Campaign for a period of one year. The florist that fails to get business through the F. T. D. system is entirely to blame, and not the system.

Our general Christmas trade was the greatest in the history of our twenty years' business which is also very gratifying, considering the unsettled state of affairs, and this we attribute to consistent advertising.

Following is the list of towns to which we sent orders for Christmas through Florists' Telegraph Delivery Association:

San Antonio Texas; Chicago, Ill.; Dallas, Texas; Dayton, Ohio; Philadelphia, Pa.; Minneapolis, Minn.; Pontiac, Ill.; Louisvville, Ky.; Fort Worth, Texas; Tulsa, Okla.; Detroit, Mich.; Montgomery, Ala.; St. Louis, Mo.; New York, N. Y.; Danville, Ill.; Brooklyn, N. Y.; Paris, Texas; Piqua, Ohio; Marietta, Ga.; Cleveland, Ohio; Madison, Wis.; Tuscaloosa, Ala.; Kansas City, Mo.; Rochester, Minn.; Bloomington Ill.; Providence, R. I.; Rockford, Ill.; Toledo, Ohio; Atlanta, Ga.; Kalamazoo, Mich.; Aurora, Ill.; Council Bluffs, Iowa; Los Angeles, Calif.; Waco, Texas.

I am not writing this to boost the Florists' Telegraph Delivery, nor the Advertising Campaign, but these are facts, as shown by our records, and I thought in justice to the F. T. D. and the Publicity Campaign, I should give this matter publicity.

Yours respectfully,
KERR, the Florist.

Houston, Tex.

EDWARD A. FLOOD.

One of our many brave boys now at the front and hustling into uniform at the bugle call six a. m. He is well known in New York and Phila, having been assistant to his father, manager of the Eastern offices of the Johnston Brokerage Co., which does a world-wide business in window and greenhouse glass.

EDWARD A. FLOOD
Medical Corps, Fort Ogelthorpe, Ga.

CATALOGUES RECEIVED.

Watkins & Simpson London England.—Foreign and Colonial Wholesale Catalogue of Vegetable and Flower Seeds for 1918. This is a 94-page catalogue bound in heavy covers with gold embossed lettering, handsomely illustrated, with sixteen pages of novelties, and altogether suggesting "Business as Usual."

A. E. Kunderd, Goshen, Ind.—Kunderd's Gladiolus, 1918. A 50-page catalogue. This is a remarkable list in that it is exclusively of Mr. Kunderd's own productions and all gladiolusdom knows that this includes some of the very finest varieties ever raised. We have only to mention such gems as Mrs. Frank Pendleton, Mrs. Dr. Norton, Myrtle, and Kunderd's Glory in evidence. This new catalogue lists for the first time many novelties in the Ruffled and Primulinus Hybrid classes and is richly illustrated with 22 beautiful plates. Mr. Kunderd is to be congratulated on the pretty and expressive name he has chosen for his seedlings.

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FLOWER SEEDS
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It is a complete list of Seasonable Bulbs, Plant Specialties and Sundries. Send for a copy today.
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7/9	(300 per case).....	$55.00 per thousand
8/10	(225 per case).....	80.00 " "
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First Size Named Hyacinths, single and double, all colors.	$25.00
Single Early Tulips, mixed and separate colors	5.00
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13 to 15 cts.	1250 to case	$14.00 per 1000	$17.00 per case
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WHITE ROMAN HYACINTHS

13x15 ctm	$5.00 per 100	$50.00 per 1000
15 ctm. and up	7.00 per 100	65.00 per 1000

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First size ..... $10.00 per 1000

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Medium size .....$10.00 per 100 Mammoth size.....$15.00 per 100

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Of Interest to Retail Florists

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New Bedford, Mass.—Peter Murray, Winslow bldg.

Portage, Wis.—Miss Dorothea Selbach, succeeding Mrs. L. R. Nashold, West Cook street.

Des Moines, Ia.—Beaver Avenue Floral Co., Shops Bldg., succeeding Shops Florists.

BUSINESS TROUBLES.

L. J. Schlomer, proprietor of the Oakley Flower Shop, Cincinnati, who made an assignment a few weeks ago, has filed a voluntary petition in bankruptcy.

Chicago, Ill.—Charles Fahrenkrug, florist and nurseryman, 4307 North Francisco street, voluntary petition in bankruptcy assets, $5,367.35, liabilities, $24,111.40.

NEWS NOTES.

Baltimore, Md.—Robert Halliday has been installed as manager for I. H. Moss., Inc.

Harrisburg, Pa.—The State Department of Agriculture has issued a warning against unlicensed salesmen for nurseries who are alleged to be selling uninspected stock in this State. The law of 1917 requires all salesmen and nurseries to be licensed.

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At your service to deliver Flowers or Designs on Order by Telegraph or otherwise. Prompt Reliable Service.
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Complete Stock. Regular discount to Trade.

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Bangor, Me.—Adam Sekenger, 32 Newbury St.

Boston—Thos. F. Galvin, 1 Park St.

Boston—Penn the Florist, 124 Tremont St.

Buffalo, N. Y.—S. A. Anderson, 440 Main St.

Buffalo, N. Y.—Palmer's, 304 Main St.

Chicago—William J. Smyth, Michigan Ave. and 31st St.

Cleveland, O.—J. M. Gasser Co., Euclid Ave.

Cleveland, O.—Adam Graham & Sons, 5523 Euclid Ave.

Cleveland, O.—Knoble Bros., 1838 W. 25th St.

Cleveland, O.—The Smith & Fetters Co., 735 Euclid Ave.

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New York—Alex. McConnell, 611 5th Ave.

New York—Young & Nugent, 42 W. 28th.

New York—A. T. Bunyard, 413 Madison Ave., at 48th St.

New York—Dards, N. E. corner 44th St. and Madison Ave.

New York—G. E. M. Stumpp, 761 Fifth Ave.

New York—Thos. F. Galvin, Fifth Ave., at 46th St.

New York—Kottmiller, 426 Madison Ave. and 49th St., also Vanderbilt Hotel.

Omaha, Neb.—Hess & Swoboda, 1415 Farnum St.

Providence, R. I.—Johnston Bros., 38 Dorrance St.

Rochester, N. Y.—J. B. Keller Sons, 25 Clinton Ave., N.

St. Louis, Mo.—Fred C. Weber, 4326-28 Olive St.

St. Paul, Minn.—Holm & Olson, Inc.

Tarrytown-on-Hudson, N. Y.—F. R. Pierson Co.

Toronto, Can.—J. H. Dunlop, 8-10 West Adelaide St.

Washington, D. C.—Gude Bros., 1214 F St.

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Worcester, Mass.—Randall's Flower Shop, 22 Pearl St.

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"THE HOME OF FLOWERS"

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BEAUTIES

Orchids - Cypripedium

White Lilac

Just remember that we are Headquarters for them and we can supply you with good stock.

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OUR SPECIALTIES

ROSES, GARDENIAS, ORCHIDS, PLUMOSUS, ADIANTUM, STRING SMILAX, Etc.

Special for New Year, RICHMOND ROSES

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1619-21 Ranstead St., Philadelphia, Pa.

CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES and all Seasonable Varieties of Cut Flowers

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Supply of Best Cut Flowers all the Year Around

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If interested, send us your name and address for our weekly price list

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24 Stone St., Rochester, N. Y.

IF you want anything from Boston get it from Henry M. Robinson & Co.

We are on the job at all hours of the day, from 6 A. M. to 7 P. M.

We carry the largest line of Supplies in New England and also the best flowers from over one hundred of the leading growers in New England. You can always Depend for SERVICE, PRICE AND QUALITY.

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10,000...$0.90. 50,000...$3.75. Sample free. For sale by dealers.

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Please mention Horticulture when writing.

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Hardy Fancy Fern Our Specialty

264 RANDOLPH ST., DETROIT, MICH.

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CUT FLOWER BOXES

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MANUFACTURERS

PHILADELPHIA, PA.

WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100 TO DEALERS ONLY

	BOSTON Jan. 3			ST. LOUIS Dec. 31			PHILA. Dec. 31		
Roses									
Am. Beauty, Special	25.00	to	35.00	60.00	to	75.00	50.00	to	60.00
" " Fancy and Extra	10.00	to	20.00	40.00	to	50.00	20.00	to	40.00
" " No. 1 and culls	4.00	to	8.00	10.00	to	20.00	6.00	to	20.00
Russell, Euler, Mock	2.00	to	20.00	10.00	to	30.00	4.00	to	30.00
Hadley	2.00	to	25.00	10.00	to	15.00	6.00	to	25.00
Arenberg, Hoosier Beauty	2.00	to	12.00	.....	to	.....	3.00	to	15.00
Ward	2.00	to	8.00	4.00	to	8.00	4.00	to	8.00
Killarney, Radiance, Taft	2.00	to	8.00	8.00	to	12.00	3.00	to	20.00
Ophelia, Sunburst, Hillingdon	2.00	to	12.00	.....	to	8.00	4.00	to	12.00
Carnations	2.00	to	3.00	.....	to	4.00	3.00	to	6.00
Cattleyas	35.00	to	50.00	.....	to	75.00	50.00	to	60.00
Dendrobium formosum	.....	to	50.00	.....	to	.....	50.00	to	60.00
Lilies, Longiflorum	8.00	to	12.00	12.50	to	15.00	.....	to	10.00
Lilies, Speciosum	6.00	to	8.00	.....	to	.....	3.00	to	6.00
Callas	12.00	to	16.00	10.00	to	12.00	12.50	to	15.00
Lily of the Valley	6.00	to	8.00	8.00	to	12.00	5.00	to	10.00
Snapdragon	6.00	to	10.00	.....	to	.....	4.00	to	16.00
Bouvardia	2.00	to	3.00	.....	to	.....	3.00	to	4.00
Violets	.75	to	1.00	.....	to	2.00	.30	to	1.25
Freesia	.....	to	.....	.....	to	.....	4.00	to	6.00
Narcis, Paper White	1.00	to	3.00	.....	to	5.00	2.00	to	3.00
Roman Hyacintha	2.00	to	4.00	.....	to	.....	3.00	to	4.00
Stevia	1.00	to	1.50	.....	to	2.00	1.00	to	2.00
Calendula	.....	to	.....	.....	to	.....	3.00	to	4.00
Mignonette	.....	to	.....	.....	to	.....	3.00	to	5.00
Sweet Peas	2.00	to	3.00	1.50	to	2.00	.75	to	3.00
Marguerites	2.00	to	4.00	.....	to	.....	1.00	to	2.00
Gardenias	20.00	to	35.00	.....	to	.....	20.00	to	35.00
Adiantum	1.00	to	1.25	1.00	to	1.00	.75	to	1.00
Smilax	12.50	to	16.00	12.00	to	15.00	15.00	to	20.00
Asparagus Plumosus, & Spren. (100 Bchs.)	35.00	to	50.00	30.00	to	50.00	25.00	to	50.00

WILLIAM F. KASTING CO.

Wholesale Florists

568-570 WASHINGTON STREET - BUFFALO, N. Y.

J. A. BUDLONG

184 North Wabash Avenue, CHICAGO

ROSES, VALLEY and CARNATIONS A Specialty

WHOLESALE GROWER of **CUT FLOWERS**

Flower Market Reports

BOSTON The flower market here has had another bad relapse and at present time is in an almost moribund condition. Prices have taken a big drop on all the specialties that made any advance for the holidays and there is very little sale for them at that. To say that the growers and wholesale dealers feel dejected is putting it mildly for the extreme cold has continued unabated and the consumption of coal is about double the normal requirements. Last year was the first in which New Year's Day was observed as a holiday in Massachusetts. This has been a serious blow to the florist trade for that occasion. In former years the business man on the way to his office would drop in and send a floral greeting to his friends but now he is out of it almost entirely. It will take careful nursing to make New Year's Day a floral holiday in Boston.

CHICAGO The closing week of the year, with the moderating of the weather was favorable to the florist trade, for it increased the supply of flowers a hundred per cent and added to the list of customers. Stock was much more plentiful than had seemed possible, but the customers came also, consequently there were less flowers left in the ice boxes than often occurs after a holiday. Incoming stock caused some slump in the market but it was not a serious one. Prices for the week have been steadier on carnations than on roses. The first daffodils came two weeks ago and they were grown locally and while the demand could not be called strong, they sold for six cents. Paper white narcissi are here in quantity. Violets, lily of the valley, snapdragons, calendulas, lilies, etc., go to make variety but the great bulk of supply consists of roses and carnations. Wholesale trade was very quiet on the last day of the year. With the retailer there were baskets and window boxes still in stock to make a good showing and he was inclined to go slow on stocking up with flowers to more than meet the demand of the hour.

CINCINNATI Chistmas week's business was rather slow. The early New Year's business secured followed the same line but at the close of the New Year's business a strong demand developed and this bought up all the stock that was at all good. The supply though only fair is sufficient to take care of all immediate wants. Roses are fairly plentiful. Carnations and lilies are in a good supply. Yellow and paper white narcissus are in a heavy supply. Sweet peas and freesias have been finding a good market. Single violets selling well. There is a fair supply of usual variety of midwinter flowers.

CLEVELAND The Christmas flower business in Cleveland was good. The wholesale market was well cleaned up. Supplies, according to some, sold better than last year, and business on the whole was as good as last year. After-Christmas business continued in fair volume and this together with the pronounced scarcity of flowers keeps the wholesalers well cleaned up.

NEW YORK A final reckoning up of the Christmas business shows that on the whole the volume of business was fairly large even if prices were not up to former years. The trade generally is cheerful over the situation for after the indifferent business during all of December Christmas seemed good by comparison and the handicaps of de-

(Continued on page 19)

LILAC

The first cuts are now reaching us. Unusually choice quality, large well-grown heads.

$1.50 and $2 per bunch

S. S. PENNOCK CO.

THE Wholesale Florists of PHILADELPHIA

NEW YORK 117 W. 28th St. — PHILADELPHIA 1608-1620 Ludlow St.

BALTIMORE Franklin & St. Paul Sts. — WASHINGTON 1216 H St., N. W.

WHOLESALE FLOWER MARKETS — TRADE PRICES—Per 100 TO DEALERS ONLY

Roses	CINCINNATI Dec. 31			CHICAGO Dec. 31			BUFFALO Dec. 31			PITTSBURG Jan. 2		
Am. Beauty, Special	50.00	to	75.00	30.00	to	40.00	40.00	to	50.00	40.00	to	60.00
" " Fancy and Extra	30.00	to	40.00	20.00	to	30.00	30.00	to	40.00	25.00	to	35.00
" " No. 1 and culls	8.00	to	15.00	10.00	to	20.00	3.00	to	15.00	12.00	to	20.00
Russell, Euler, Mock	8.00	to	15.00	5.00	to	25.00	4.00	to	12.00	8.00	to	15.00
Hadley	8.00	to	15.00	4.00	to	8.00	4.00	to	8.00	.....	to	.....
Arenberg, Hoosier Beauty	6.00	to	15.00	4.00	to	8.00	6.00	to	12.00	.....	to	.....
Ward	6.00	to	10.00	3.00	to	10.00	3.00	to	5.00	6.00	to	12.00
Killarney, Radiance, Taft	4.00	to	10.00	3.00	to	8.00	3.00	to	8.00	4.00	to	12.00
Ophelia, Sunburst, Hillingdon	6.00	to	15.00	3.00	to	8.00	4.00	to	12.00	4.00	to	12.00
Carnations	4.00	to	6.00	2.00	to	4.00	3.00	to	5.00	3.00	to	5.00
Cattleyas	.....	to	75.00	50.00	to	75.00	60.00	to	75.00	60.00	to	75.00
Dendrobium formosum	.....	to	.....	50.00	to	75.00	.....	to	.....	.....	to	.....
Lilies, Longiflorum	.....	to	12.50	10.00	to	12.00	8.00	to	10.00	10.00	to	12.00
Lilies, Speciosum	.....	to	.....	.....	to	.....	4.00	to	6.00	.....	to	.....
Callas	8.00	to	12.00	12.00	to	15.00	.....	to	.....	.....	to	.....
Lily of the Valley	8.00	to	10.00	5.00	to	4.00	8.00	to	.....	.....	to	.....
Snapdragon	4.00	to	6.00	4.00	to	6.00	3.00	to	5.00	4.00	to	8.00
Bouvardia	.....	to	.....	3.00	to	6.00	.....	to	.....	.....	to	.....
Violets	1.50	to	2.00	1.00	to	1.50	.....	to	.....	1.00	to	1.25
Freesia	4.00	to	6.00	3.00	to	4.00	.....	to	.....	.....	to	.....
Narcis, Paper White	.....	to	4.00	2.00	to	3.00	3.00	to	4.00	3.00	to	5.00
Roman Hyacinths	3.00	to	5.00	2.00	to	3.00	3.00	to	4.00	3.00	to	5.00
Stevia	1.50	to	2.00	2.00	to	3.00	3.00	to	5.00	1.50	to	2.00
Calendula	3.00	to	4.00	2.00	to	3.00	.....	to	.....	3.00	to	4.00
Mignonette	.....	to	.....	.....	to	.....	1.25	to	1.50	3.00	to	6.00
Sweet Peas	1.00	to	1.50	2.00	to	3.00	.75	to	1.25	1.00	to	4.00
Marguerites	.....	to	1.00	.....	to	.....	1.00	to	1.50	2.00	to	4.00
Gardenias	.....	to	.....	.....	to	.....	.....	to	.....	.....	to	.....
Adiantum	.....	to	1.00	.....	to	1.00	1.00	to	1.25	1.00	to	1.25
Smilax	.....	to	15.00	15.00	to	20.00	15.00	to	20.00	15.00	to	20.00
Asparagus Plu. & Spren. (100 Bhs.)	25.00	to	35.00	25.00	to	50.00	35.00	to	50.00	35.00	to	50.00

H. BAYERSDORFER & CO.

Manufacturers and Importers

1129 Arch St. PHILADELPHIA, PA.

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Choice Cut Flowers
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Telephones: 2200, 2201, Madison Square.

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Telephone 5335, Farragut.
Call and inspect the Best Establishment in the Wholesale Flower District.

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53 WEST 28th STREET NEW YORK CITY
Consignments Solicited
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Fresh Cut Decorative Evergreens.
Highest Standard of Quality. Largest Stock in America. Write for Illustrated Catalog of Greens and Florists' Supplies.
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A First Class Market for all CUT FLOWERS
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A Full Line of ALL CUT FLOWERS.
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SAVE TIME AND MONEY BY SENDING YOUR ORDERS TO US
Prices Right. Consignments Solicited. Telephone Connection

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HEADQUARTERS for the entire output of the
BEECHWOOD HEIGHTS NURSERIES, of Bound Brook, N. J.
PAUL MECONI——Wholesale Florist——NEW YORK
Telephone Nos. 3864 and 8364 Madison Square 57 WEST 26th STREET

A GOLD MEDAL is not expected by us for doing our duty by our consignors and customers
We have 22 years' experience behind us
FANCY GRADE ORCHIDS, SEPTEMBER MORN, AMERICAN BEAUTY, PRIMA DONNA AND ALL OTHER ROSES, LILIES, CARNATIONS, VIOLETS, ASPARAGUS AND SMILAX and all other Seasonable Flowers.
GUTTMAN & RAYNOR, Inc., Wholesale Florists
Phones: Farragut 558, 2934 and 2937 111 West 28th Street, NEW YORK

NEW YORK QUOTATIONS PER 100. To Dealers Only

ROSES AND CARNATIONS		Last Part of Week ending Dec. 29 1917			First Part of Week beginning Dec. 31 1917		
American Beauty,	Special	40.00	to	60.00	40.00	to	60.00
" "	Fancy and Extra	25.00	to	30.00	25.00	to	30.00
" "	No. 1 and culls	4.00	to	15.00	4.00	to	15.00
Russell, Euler, Mock		3.00	to	25.00	3.00	to	25.00
Hadley		4.00	to	40.00	4.00	to	40.00
Aaschberg, Hoosier Beauty		2.00	to	15.00	3.00	to	15.00
Ward		2.00	to	15.00	2.00	to	15.00
Killarney, Radiance, Taft		2.00	to	15.00	2.00	to	15.00
Ophelia, Sunburst, Hillingdon		2.00	to	20.00	2.00	to	20.00
Key		2.00	to	20.00	2.00	to	20.00
Carnations		2.00	to	4.00	2.00	to	4.00

GROWERS' CUT FLOWER COMPANY
WHOLESALE FLORISTS
129 West 28th Street Tel. 6237 3563 Farragut
E. J. VAN REYPER, Mgr.

WALTER F. SHERIDAN
Wholesale Commission Dealer in
CHOICE CUT FLOWERS
133 West 28th Street, New York
Telephone—3532-3533 Madison Square

Frank H. Traendly Charles Schenck
TRAENDLY & SCHENCK
Wholesale Florists
436 6th Avenue, Between 26th and 27th Sts., New York
Telephones: 797, 798, 799 Farragut
Consignments Solicited

JOSEPH S. FENRICH
WHOLESALE FLORIST
LILIES EVERY DAY
51 W. 28th Street, New York
Telephones, 420-421-422 Mad. Sq.

HERMAN WEISS
WHOLESALE FLORIST
Can handle shipments of growers' product satisfactorily. Would like to hear from Growers of Snapdragons and Sweet Peas, etc., for the New York trade.
130 West 28th Street, Tel. Farragut 684,
NEW YORK.

Flower Market Reports

(Continued from page 17)

fective transportation and zero weather had made the outlook far from promising. Since Christmas there has been the usual lull with fortunately a moderate or, in some lines, very light supply coming in. The worst feature was the very considerable stock left over from the Christmas supply and this has been a grievous burden for the wholesale trade, being largely of a class of material difficult to unload on the surplus-consuming trade and the continued cold restricting the opportunities for such traders. The supplies consisted largely, of course, of paper white narcissi, white carnations, white roses, etc., in all grades, but there was a considerable quantity of the large, high-priced roses, including American Beauties, which in previous years have led the market but this year did not do nearly as well as heretofore. Medium priced roses had the call, most decidedly and in the special grades Hadley went far ahead of all the rest in popularity. Some very good Russells were in the market but they were not in keen demand. There were many complaints of the poor durability of the carnations this year. Since Christmas values have sagged on the entire list and there was not enough activity in the New Year's demand to strengthen the tone of the market. Despite the unfavorable weather conditions the receipts for this once great floral holiday were far beyond the requirements and at present writing there is a big supply of holdover stock including all the standard varieties as a long list of miscellaneous things of every form and hue.

PHILADELPHIA

After-Christmas trade is rather slow. The weather is against it and lots of stock is left over in the hands of the retailers. The cold snap on Saturday and Sunday hurt. A few complaints have been received as to express delays. Not much extra business came in for New Years. American Beauty roses are not plentiful and have sold pretty well. Russells have sold well and are very fine; Killarneys rather slow. Carnations are moving in fair shape at low prices. Values went down quicker this year than ever before. There are good cattleyas and cypripediums but prices are low. Cypripediums are not selling as well this year as last. Most of the violet shipments have been delayed coming in but there was good demand.

ROCHESTER, N. H.

Reports from the flower stores indicate a decided dropping off of Christmas business from that of a year ago. Express shipments were terribly late and several had to be cut out entirely Cut flowers were exceptionally good and moved nicely, holiday prices prevailing. Roses had a big demand and at the last minute were not plentiful enough to supply the stores. Beauty, Scott Key and Milady sold particularly well. A few chrysanthemums are still in but they are overripe. Violets were very fine and sold well. Paper White narcissus are plentiful.

HENRY M. ROBINSON CO. OF NEW YORK
WHOLESALE FLORISTS
55-57 West 26th Street
Telephones, 13—8510 Madison Square
Consignments Solicited
MAURICE L. GLASS, Treasurer

J. K. ALLEN
A LEADER IN THE WHOLESALE COMMISSION TRADE FOR OVER THIRTY YEARS
Shippers of good flowers can find here a steady market for their product, with good returns and prompt payments. Make a start now for the New Year.
118 West 28th St. **NEW YORK** TELEPHONES Farragut 167 and 3058

NEW YORK QUOTATIONS PER 100. To Dealers Only

MISCELLANEOUS	Last Part of Week ending Dec. 29 1917	First Part of Week beginning Dec. 31 1917
Cattleyas	35.00 to 50.00	35.00 to 50.00
Dendrobium formosum	..... to 50.00	..... to 50.00
Lilies, Longiflorum	6.00 to 8.00	6.00 to 8.00
Lilies, Speciosum	4.00 to 8.00	4.00 to 8.00
Callas	15.00 to 16.00	15.00 to 16.00
Lily of the Valley	3.00 to 8.00	3.00 to 8.00
Snapdragon	2.00 to 6.00	2.00 to 6.00
Bouvardia	2.00 to 3.00	2.00 to 3.00
Violets	.60 to .75	.60 to .75
Freesias	2.00 to 3.00	2.00 to 3.00
Narcis, Paper White	1.00 to 2.00	1.00 to 2.00
Roman Hyacinths	2.00 to 3.00	2.00 to 3.00
Stevia	.75 to 1.00	.75 to 1.00
Calendula	2.00 to 3.00	2.00 to 3.00
Mignonette	3.00 to 4.00	3.00 to 4.00
Sweet Peas	2.50 to 3.00	2.00 to 3.00
Marguerites	2.00 to 3.00	2.00 to 3.00
Gardenias	15.00 to 50.00	15.00 to 50.00
Adiantum	.50 to 1.00	.50 to 1.00
Smilax	15.00 to 20.00	15.00 to 20.00
Asparagus Plumosus & Spren (100 bunches)	25.00 to 50.00	25.00 to 50.00

WE WANT MORE SHIPPERS
We have a numerous clientage of New York City buyers and the demand exceeds our supply. This is especially true of Roses. We have every facility and abundant means and best returns are assured for stock consigned to us.
Address Your Shipments to
UNITED CUT FLOWER CO. Inc.
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CHARLES E. MEEHAN
Wholesale Cut Flowers Plants, Greens, etc.
5 So. Mole St., PHILADELPHIA, PA.

N. Y. FLORISTS' SUPPLY COMPANY, Inc.
103 W. 28th Street, NEW YORK
EVERYTHING FOR THE FLORIST

SINGLE **VIOLETS** WANTED
Violets and novelties are my Hobby. Consign your flowers to me. I can sell them to your satisfaction.
CLARENCE SLINN, 112 W. 28 St. NEW YORK

FLOWER GROWERS
I have a good wholesale market for Pansies, Violets, Carnations and all other stock of quality.
Regular Shipments Solicited
B. S. SLINN, Jr.
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REED & KELLER
122 West 25th St., New York
Florists' Supplies
We manufacture all our
Metal Designs, Baskets, Wire Work & Novelties
and are dealers in
Decorative Glassware, Growers and Florists' Requisites

Boston Floral Supply Co.
347-357 Cambridge St., Boston
Headquarters for
CYCAS, BASKETS, WIRE DESIGNS and WAX FLOWERS
Send for price list if you have not received one.

Beechwood Heights Nurseries
Importers and Growers of
ORCHIDS
Cut Flowers of All the Leading Varieties in their Season.
THOMAS YOUNG, Jr., Proprietor
SOUND BROOK, N. J.

Many orchids have been touched by the frost lately in transit. Carnations are becoming a trifle more plentiful but still very backward. Sweet peas are showing themselves in small quantities. The potted plant trade has been good.

Est. 1765 Inc. 1904

Pot Makers for a Century and a Half

HEWS STRONG RED POROUS POTS

World's Largest Manufacturers

Standard, Azalea, Bulb, Orchid, Fern, Hanging, Embossed, Rose, Carnation, Palm, Cyclamen, Cut Flower. Special Shapes to Order. Chicken Founts, Pigeon Nests, Bean Pots, Etc.

Write for Catalogue and Discounts

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Warehouses: CAMBRIDGE, MASS. NEW YORK, N. Y.

LOCAL AND GENERAL NEWS

BOSTON.

James W. Shannon, of Woburn, was married last week to Miss Florence I. Switser, also of Woburn.

The flower store of B. Tashjian at 2208 Washington street was burned out on Thursday night, Dec. 27.

The retail store of the North Union Florist on Portland street was deluged with water during a fire in the Heywood Building in which it is located. The loss is estimated at from $500 to $800.

Peter Fisher, whose two sons are in the service, tells an interesting experience of one of them, Nelson Fisher, in France, where he found in the establishment of a small florist whom he visited the Mrs. Patten carnation being grown.

Ladies' night will be observed by the Gardeners' and Florists' Club of Boston on Tuesday evening, January 15. The program includes the installation of officers and a stereopticon lecture by J. Otto Thilow of Dreer's, Philadelphia.

Guests at the January meeting of the Horticultural Club of Boston were Wm. N. Craig and F. E. Palmer of Brookline. The table was decorated with a superb display of thirty new varieties of carnations including the Dorner novelties under test, by S. J. Goddard and a lovely vase of the graceful and fragrant Buddleia asiatica by J. K. M. L. Farquhar.

The local committee on arrangements for the meeting and exhibition of the American Carnation Society in this city on January 30 and 31 held a meeting at the Parker House on January 2 and all matters connected with the reception and entertainment of visitors, etc., were completed. Local growers, while regretting the action of the Massachusetts Horticultural Society in withdrawing its promised cash prizes for this event do not think the change will make much difference to the carnation people. The flowers to be staged by Massachusetts growers promise to be the finest ever shown at an exhibition in this country.

The Back Bay Fens development, for which $44,000 of Parkman Fund income was appropriated, will involve a complete change of landscape back of the Museum of Fine Arts. Two bridges are to be thrown over Muddy River, which itself will be widened at this point to form a basin, and the Huntington entrance to the Fens will be continued over the river to connect with Audubon road, near Jersey street. This great improvement, which is based on plans drawn by Park Commissioner J. K. M. L. Farquhar will cost about $200,000 to complete. It will connect in a dignified and impressive manner the stately architecture of the new $2,000,000 R. D. Evans wing of the Art Museum with the natural landscape planting of the Muddy River section and will form with the surrounding buildings one of the most imposing features of the entire park system.

CLEVELAND

The Westman & Getz floral shop at 5926 Euclid avenue was entered early Wednesday morning, December 26, by burglars, who opened the safe and got away with $300. They entered by the rear door by removing a panel of the door and turning the key from the inside.

The transfer of the railroads to government control is expected to afford more transportation facilities than at present and to that degree will aid the florist business. People in touch with the coal situation say that a shortage such as has been experienced this winter will be entirely obviated in the future, by the great efficiency possible in the operation of the railroads. Embargoes should also be less severe than heretofore.

PHILADELPHIA

Stephen Mortensen, Southampton, Pa., was a recent visitor. He is well supplied with coal so is not worrying about the U. S. taking over the railroads. Crops have been a bit short in the rose growing line this year but he thinks maybe that was just as well under present conditions.

James Verner, Garrettford, Pa., reports his coal supply pretty good but he is still looking for more. Roses have done very well this season.

ROCHESTER, N. Y.

Miss Lillian Wheeler formerly of the Edw. C. Kaelber Co., Inc., is with George T. Boucher for the holidays.

Harry Guernott, one of the drafted florists has been honorably discharged from the Army, having suffered a hard attack of pneumonia recently.

CHICAGO

W. W. Barnard started on December 22 for California to spend the winter there.

A. Miller, president of the American Bulb Co. says that his books show a better record of the year's business than he had anticipated.

At J. A. Budlong's, Philip Schupp states that while the business of the holiday season has been much better than expected, he found that customers were not after stock at extremely high prices.

Allan Humason, formerly salesman for A. A. Arnold Paper Box Co., and The Raedlein Basket Co. was drafted and is now with the infantry at Camp Grant, Rockford, Ill., where he has been promoted to the rank of sergeant-major.

The plant growers have had a good year and all holiday stock has been moved. Benches will now be given over to the mid-winter stock and the plants in preparation for Easter. Prices here held up to quotations, for all were sold before the holiday rush was on.

In the summaries of the year a local newspaper lists the wholesale cut flower business of Chicago as $3,610,000 the same as last year. Commenting on this, some of the wholesalers are inclined to think that the estimate is too low, others that it is very nearly correct. There are about thirty wholesale cut flower houses in Chicago the greater part of the business being done, however, by about one-fourth of that number.

Mr. Deitz, representing the U. S. Department of Agriculture, called upon the Chicago growers a short time ago, investigating insect pests and warning growers how to guard against them. Two in particular which have proven troublesome in the Middle West are the chrysanthemum gall-fly and a new species of mealy bug. The chrysanthemum gall-fly has been known in California for several years and recently has been found in Michigan and Indiana. In buying stock, purchasers were warned to examine the young plants for dark green and red galls on leaves. The gall-fly multiplies so rapidly that stock would soon be ruined unless fumigated and picking off of leaves be practiced immediately. Information regarding the above and other injurious bugs is brought out in the 9th annual report of the State Entomologist of Indiana.

THE PFALTZGRAFF POTTERY CO., York, Pa.

Manufacturers of Florists' Pots, Bulb Pans, Fern Dishes, etc.

WE LEAD IN QUALITY, FINISH AND SERVICE

For Catalogues and Discounts address

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Our Selling Agents in N. Y., N. J. and Eastern States Territory

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Judicious Advertising!

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If you wish to reach the responsible and desirable people in the Florist, Gardening, Seed and Nursery industries,

HORTICULTURE

can serve you well. This it has been doing for the past thirteen years, for wise advertisers.

Are you one of them?

If not, the New Year is a good time to begin.

For Bigger, Better Business

Flower Market Reports

Continued from page 20.

ST. LOUIS

Christmas, 1917, was a profitable one to the wholesaler. Prices were high and stock not over abundant. Holly was scarce at $6 to $11 a case. Mistletoe also very scarce. Retailers in general had a good supply in plants and pushed them, owing to high price of flowers. Trade between Christmas and New Year has been good. Severe weather influenced transient trade. Violets and sweet peas were scarce. The outlook is for a material increase in carnations and other stock generally.

ST. LOUIS.

Walter Young, of the firm of C. Young & Sons, came from the Aviation field at Omaha on a furlough to spend Christmas.

The local National Flower Show executive committee held a meeting on Dec. 29th at headquarters. J. J. Beneke was elected treasurer as well as secretary.

Does a Clean Job—Saves a Lot of Work

That's the story of "SCALECIDE," the premier dormant spray. It will absolutely clean up San Jose scale—will also control apple canker, collar rot, bud moth, case bearer, aphis, pear psylla, etc. No other spray will do all this. "SCALECIDE" can be put on in one-half the usual time—a great saving in labor and you get through on time. Pleasant to handle. Sold on Money Back Basis.

Send today for booklet No. 14.

B. G. PRATT CO., M'f'g Chemists 50 Church Street Dept. 12 New York

Little Ads. That Bring Big Returns

Little Ads. in our Classified Buyers' Directory bring big returns to both advertiser Anything wanted by florists, gardeners, park and cemetery superintendents, etc., can be sold through this medium. Don't fail to read over these Ads. in each issue and you may find one or more that will prove profitable to you.

CLASSIFIED DIRECTORY

Advertisements in this Department, Ten Cents a Line, Net

BULBS

C. KEUR & SONS, HILLEGOM, Holland. Bulbs of all descriptions. Write for prices. NEW YORK BRANCH, 8-10 Bridge St.

CARNATION STAPLES

Split carnations quickly, easily and cheaply mended. Pillsbury's Carnation Staple, 1000 for 35c.; 3000 for $1.00 postpaid. I. L. PILLSBURY, Galesburg, Ill.

DAHLIAS

Peony Dahlia Mrs. Frederick Grinnell. Stock For Sale. JOHN P. ROONEY, New Bedford, Mass.

Orders booked at any time for Fall or Spring delivery. Wholesale and Retail. Send for Catalog. NORTHBORO DAHLIA & GLADIOLUS GARDENS, J. L. Moore, Prop., Northboro, Mass.

New Peony Dahlia—John Wanamaker, Newest, Handsomest, Best. New color, new form and new habit of growth. Big stock of best cut-flower varieties. Send list of wants to PEACOCK DAHLIA FARMS, Berlin, N. J.

DAISIES

Daisies (Bellis) Monstrosa, white and pink, also Longfellow and Snowball. Thinly sown field-grown seedlings, $2.50 per 1000, $11.50 per 5000, cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

GLASS

Greenhouse glass, lowest prices. JOHNSTON GLASS CO., Hartford City, Ind.

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Pansy Plants, Strong and stocky. Strains unsurpassed by any for Size of Bloom or Colors. $2.50 per 1000, $11.50 per 5000. Cash. Satisfaction or your money back. BRILL CELERY GARDENS, Kalamazoo, Mich.

PEONIES

Peonies. The world's greatest collection, 1200 sorts Send for list. C. BETSCHER, Canal Dover, O.

ROSES

Roses, Cannas and Shrubs. THE CONARD & JONES COMPANY, West Grove, Pa.

SPHAGNUM MOSS

Live Sphagnum moss, orchid peat and orchid baskets always on hand. LAGER & HURRELL, Summit, N. J.

VINES

Flowering and Foliage Vines, choice collection. Large Specimen, Pot and Tub grown for immediate effect; also Climbing Roses. J. H. TROY, Mount Hissarlik Nursery, New Rochelle, N. Y.

WIRE WORK

WILLIAM E. HEILSCHER'S WIRE WORKS, 264 Randolph St., Detroit, Mich.

Sold by Seed Dealers and Used in New England 35 Years

Hammond Insecticides used by Florists and Gardeners for generations, and before this our paint was used on Hot Houses because it did not wash off. Twemlow's Putty is unexcelled.

Send for Pamphlets or information regarding your needs.

HAMMOND'S PAINT & SLUG SHOT WORKS

Beacon, N. Y., U. S. A.

OUR PRODUCTS SOLD BY SEED DEALERS

Visitors' Register

Chicago—A. B. Barber, Cleveland, O.

Philadelphia—W. C. Priestly, Cleveland, O.; Carl Hagenburger, Mentor, O.; Alex Forbes, Newark, N. J.; J. W. Grandy, Norfolk, Va.

DAHLIA KING OF THE AUTUMN

Our cover illustration shows a new decorative dahlia which is being introduced in this country by R. Vincent, Jr., of White Marsh, Md. The long stems and graceful poise of the flowers show it to have excellent qualifications as a cut flower. The color is described as beautiful bronzy amber. The variety is of foreign origin.

USE WIZARD BRAND CONCENTRATED PULVERIZED MANURE

Pulverized or Shredded
Cattle Manure
Pulverized
Sheep Manure

The Florists' standard of uniform high quality for over ten years. Specify: WIZARD BRAND in your Supply House order, or write us direct for prices and freight rates.

THE PULVERIZED MANURE CO.
34 Union Stock Yard, Chicago

NICOTINE MFG. CO. ST. LOUIS, U.S.A.

NIKOTEEN
For Spraying
APHIS PUNK
For Fumigating
Ask Your Dealer For It.
NICOTINE MFG. CO.
ST. LOUIS

IRON STEMMED CARNATIONS.

French horticulturists by selective breeding have succeeded in producing carnations with great, heavy heads and stems so thick and strong that they support the weight of the blossoms unassisted. The great difficulty with big carnations hitherto has been that the stems were too weak. —*Medina (N. Y.) Journal.*

We would respectfully submit that the Medina Journal brush up a bit on its flower information and then make another guess.

GREENHOUSES BUILDINGG OR CONTEMPLATED.

Dothan, Ala.—S. P. Poyner, one house.

Cromwell, Ct.—Louis Case, 100 ft. house, completed.

Algonac, Mich.—W. A. Petrequin, one house, completed.

Brookline, Mass.—Wm. Ellery, Fisher avenue, Hitchings house.

Pawtucket, R. I.—Fred Davis, 745 Pleasant street, house 30 x 90.

NEW CORPORATIONS.

Chehalis, Wash.—Wesco Seed Company, capital stock, $10,000. Incorporators, E. H. Thompson, H. W. and A. Whitacre.

NEWS NOTES.

Taunton, Mass.—Fire, early on the morning of December 26, gutted the building at 2 and 4 Main street, in which is located the store of Hall the florist. Most of the loss suffered by the latter was confined to the stock, which was considerably damaged by water.

Winchendon, Mass.—Fire which did damage estimated at about $1000, broke out in the boiler room at Rhuland's greenhouses, Grove street, early on the morning of Dec. 27. The boiler was but slightly damaged, but many plants were frozen when the glass roof of one of the greenhouses was broken in many places, by cold water from the fire nozzles striking the hot panes. There are two boilers in the greenhouses, one a tubular, and one a sectional, and a few months ago one section of the sectional boiler blew out and did nearly $100 damage.

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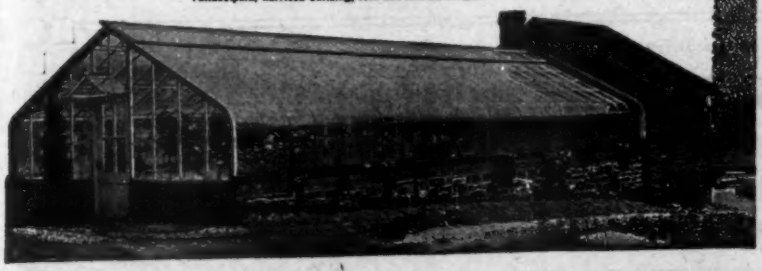

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